



The world's local bank

**Dyfrig John**

**Director & Chief Executive  
HSBC Bank plc**

Dyfrig John is Chief Executive of HSBC Bank plc, a position he has held since 6 March 2006.

He was previously Deputy Chief Executive of the bank (from May 2005) and has been an executive Director since January 2003. Before this, he was Chief Operating Officer of the bank (from January 2003).

He has been an HSBC Group General Manager since August 2000, and a Group Managing Director since 6 March 2006.

Dyfrig was born on 14 May 1950 in West Wales, and was educated in Pembrokeshire and Cardiff. He is married with two sons.

He joined Midland Bank (now HSBC Bank plc) in 1971 as a graduate management trainee, before joining the bank's Corporate Finance arm in London in 1978. A year on the Sloan Fellowship Programme at the London Business School followed in 1982, with a period of research/consultancy in the United States.

Dyfrig was then appointed to the bank's Business Development Division, to work on major projects re-shaping the UK branch network, and the creation of the bank's first centralised mortgage processing operation. As Projects Director from 1987, Dyfrig headed a multi-discipline team to develop and implement a customer information system and front office support for the bank's branch network.

Following several senior management appointments at the bank's London head office, Dyfrig became Retail Banking Director for Wales and South West England. In January 1993, he was appointed General Manager for Wales. He also held appointments on the Board of Authority at S4C, a Welsh television company, and the Development Board for rural Wales.

Dyfrig left the UK in May 1997 to become Chief Executive Officer of The Hongkong and Shanghai Banking Corporation in India, where he was also a member of the Standing Committee on Money Markets at the Reserve Bank of India. He also held the posts of Chairman of the Boards of HSBC Capital Markets India Private Limited, and HSBC Securities India Holdings Limited, the Group's two investment banking operations in India.

In November 1999, he moved to Malaysia as Deputy Chairman and Chief Executive Officer of HSBC Bank Malaysia Berhad. He was a Council Member of the Association of Banks in Malaysia, and of the Malaysian International Chamber of Commerce and Industry (MICCI), and is Chairman of the Inward Investors Standing Committee at MICCI.

In 2007 he became Deputy Chairman of the British Bankers Association.

He was also awarded an honorary doctorate from the University of Glamorgan in 2005.